

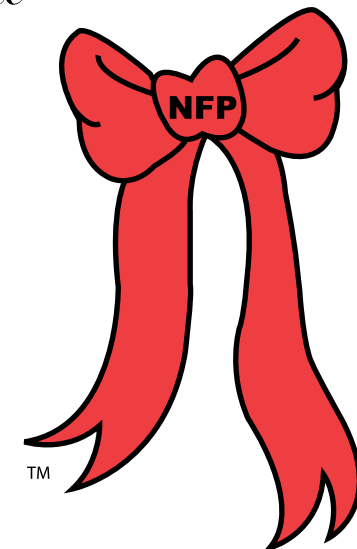
2005

Red Ribbon Community Action Guide

20
years
drug-free

Kiki Camarena wore his proudly...

the red badge of courage™



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Red Ribbon Campaign Week October 23-31, 2005™

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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
www.samhsa.gov

The Substance Abuse and Mental Health Services Administration (SAMHSA), part of the U.S. Department of Health and Human Services, has joined the National Family Partnership to celebrate and support Red Ribbon Week in marking its 20th anniversary in 2005. Red Ribbon Week, observed on October 23-31, encourages individuals, families, and communities to actively prevent the use of alcohol, tobacco, and illegal drugs among youth. The resources in this Community Action Guide can help you connect with others in your community, including your local print and broadcast media. Together, we can help ensure that youth lead healthy lives, free from the use of alcohol, tobacco, and illegal drugs.

This year's theme, *The Red Badge of Courage*, and its related logo were developed by the National Family Partnership.

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Introduction

The murder of U.S. Drug Enforcement Administration agent Enrique Camarena in 1985 enraged many Americans. To honor his memory, students in his hometown began to wear red ribbons. The message was simple: Take a stand against the loss of life and energy to drug use. That message and its symbol, the red ribbon, spread rapidly. In 1988, the National Family Partnership took the Red Ribbon observance nationwide. Since then, the U.S. Department of Health and Human Services has recognized Red Ribbon Week as a national health observance that has touched millions of children, families, and communities across the Nation.

“Red Ribbon Week is making important contributions to substance abuse prevention in America. We are proud to join the National Family Partnership to encourage youth to actively prevent the use of alcohol, tobacco, and illicit drugs.”

—Charles G. Curie, M.A., A.C.S.W.,
SAMHSA Administrator

Get Involved

More than 80 million people across the country are expected to participate in Red Ribbon Week, October 23-31, 2005, to show their support for healthy, drug-free lifestyles. Sponsored by the National Family Partnership, this observance focuses on educating individuals, families, and communities about the destructive effects of alcohol and drugs and the positive alternative life choices available to our youth and adults.

Zero Tolerance

The red ribbon, a symbol of zero tolerance for alcohol, illegal drug, and tobacco use by youth and a commitment to substance abuse prevention, is worn or displayed by millions of Americans in an act of unity. Red Ribbon Week involves both small and large gestures of support. For Red Ribbon Week, schools and community groups are organizing a variety of indoor and outdoor activities including pledges, contests, workshops, rallies, theatrical and musical performances, and other family and educational events. The planning and work required for these activities is as important as Red Ribbon Week itself because it creates a sense of community and shared values.



Raise Awareness

This nationwide event has become a major force for raising public awareness and mobilizing communities to combat alcohol, drug, and tobacco use among youth. This year's Red Ribbon theme is *The Red Badge of Courage*. Thousands of schools will kick off the week with Plant the Promise on October 23, with students planting red, white, and blue tulip bulbs and sending red ribbons to President Bush with personal messages asking for his continued support for healthy, safe, drug-free lives, homes, and communities for all Americans.

Generate Publicity

To help you generate publicity in your community, the National Family Partnership has developed this Community Action Guide. It contains important resources for Red Ribbon Week such as talking points, a fact sheet, a drop-in article, print and radio public service announcements, and a sample pitch letter. It also contains helpful hints for working with media in your community. Feel free to use any or all of these ideas and support materials. Some of these items can be sent directly to media with little work on your part. Whatever communication activities you choose, this Guide is designed to make your job easier.



Using This Guide

The information and resources in this Guide can help you raise awareness about the ways parents and other caring adults can celebrate Red Ribbon Week and help keep youth drug free. Research shows that every community—regardless of socioeconomic status—experiences the devastating effects of alcohol and drug abuse. This Community Action Guide provides media-related strategies and materials to encourage coverage of Red Ribbon Week and youth substance abuse in your community.

Here are a few suggestions for using this Guide:

Fact Sheet: These facts can help you assist local media in their coverage of substance abuse issues. Use this information when writing your organization’s newsletter, related reports, and other constituency communications.

Talking Points: Use these points to prepare for either print or broadcast interviews. Consider sharing this information with prospective interviewers as a framework for your discussion.

Red Ribbon Community Activities: These ideas can help you celebrate Red Ribbon Week in your community.

Media Tips: These tips can help you obtain or increase media coverage for your Red Ribbon Week activities.

Arrange a Radio or TV Interview: These guidelines and sample questions can help you communicate with media representatives in your community.

15 Ideas for Shaping Media Coverage: These ideas can help you “pitch” your story to both print and broadcast media outlets.

Drop-In Article: This public domain (copyright-free) article can be “dropped in” to any print publication without special permission or citation. Drop it into your organization’s newsletter or write a cover letter and send it to local newspapers. Feel free to include your organization’s name and contact information in the article.

Print Public Service Announcements (PSAs): Send these camera-ready PSAs to local newspapers or use them in your organization's newsletter to raise awareness and promote alcohol-safe and drug-free lifestyles.

Radio PSA Scripts: Send these radio PSA scripts, as they are, to local stations or adapt them to reflect your organization's contact information. Call each station's public service director in advance to learn his or her guidelines for submitting PSAs. Stations usually have specifications regarding length, and you may need to edit the scripts to fit their need.

Sample Pitch Letter: This letter can help you explain to media representatives why their audience needs to know about Red Ribbon Week and the importance of keeping youth drug free.

Sample Press Release: This release can be used to inform local media about your Red Ribbon Week activities.

Sample Proclamation: Use this sample to make Red Ribbon Week an official observance in your community.

National Family Partnership Resources: These telephone numbers and Web sites can put you in touch with a wealth of information and materials to help you assist local media cover breaking substance abuse stories. You will also find materials to help your organization focus media attention on important alcohol and drug abuse issues affecting your community.

Fact Sheet

Seeing the Connections—The Future of Our Youth Is in Your Hands

Alcohol and drug use by children and youth are associated with poor academic performance, impaired development, mental health issues, and many factors that affect the health and behavior of youth. This fact sheet provides valuable data from the Nation's most reliable data sources (including the National Survey on Drug Use and Health and Monitoring the Future) that can help you assist local media in their coverage of substance abuse issues where you live.

Drug Use Among Youth

- Among youths aged 12-17, 10.6 percent were current illicit drug users: 7.6 percent used marijuana, 3.6 percent used prescription-type drugs, 1.2 percent used inhalants, 0.8 percent used hallucinogens, and 0.5 percent used cocaine.¹
- Higher rates of dependence or abuse were seen among persons initiating use at a younger age. For example, among adults aged 18 or older who first tried marijuana at age 14 or younger, 13.4 percent were classified with illicit drug dependence or abuse compared with only 2.7 percent of adults who had first used marijuana at age 18 or older.¹
- With respect to using any illicit drug other than marijuana in the past 30 days, the rank order was as follows: 12th graders (10 percent), college students and 19-to 28-year-olds (both 8 percent), 10th graders (7 percent), and 8th graders (5 percent). Usage rates among 10th and 12th graders tended to be higher than among young adults.²
- In 2004, 10 percent of 12th graders reported annual use of amphetamines, 9.3 percent said they had used Vicodin, and 5 percent said they had used OxyContin in that time period. Amphetamines became the second-ranking illicit drug among high school seniors after marijuana.³

Mental Health

- Early substance abuse increases the likelihood of a person developing psychiatric disorders in his or her late 20s.⁴
- Persons who used tobacco, alcohol, marijuana, and other illicit substances in earlier years were more likely to have diagnoses of major depressive disorder (MDD, 17 percent), alcohol dependence (23 percent), or substance use disorders (SUDs, 40 percent) in their late 20s.⁴

Youth Delinquent Behavior

- Youths who had run away from home in the past 12 months were more likely to have used alcohol, marijuana, or an illicit drug other than marijuana in the past year than youths who had not run away.⁵
- Marijuana was used in the past year by 23 percent of the runaways aged 12 to 17 and 12 percent of those who had not run away from home.⁵
- The percentages of youths engaging in delinquent behaviors rose with increasing frequency of marijuana use.⁶
- In 2003, more than 5.8 million youths engaged in serious fighting at school or work and almost 4.3 million took part in a group-against-group fight in the past year.⁷
- Over half (57 percent) of those who used marijuana 300 or more days in the past year reported that they also sold illegal drugs.⁶

Perception of Harm

- Youths perceiving great risk from using marijuana once or twice a month were less likely to use substances than youths perceiving moderate, slight, or no risk.⁷
- Among youths aged 12 to 17, approximately 35 percent perceived great risk from smoking marijuana once a month, and 49.6 percent perceived great risk from using cocaine once a month. Smoking one or more packs of cigarettes per day was cited as a great risk by 67.5 percent of youths.¹

Perception of Parental Disapproval

- Youths who perceive that their parents would “strongly disapprove” of their use of illicit substances were much less likely to use those substances than youths who perceived that their parents would “somewhat disapprove, or neither approve or disapprove.”¹
- Among youths who perceived that their parents would strongly disapprove of their smoking one or more packs of cigarettes a day (90.6 percent of youths), only 8.8 percent had smoked cigarettes in the past month compared with 42.2 percent of youths who perceived that their parents would not strongly disapprove.¹
- Most youths (89.8 percent) reported that their parents would strongly disapprove of their trying marijuana once or twice. Among these youths, only 5.1 percent had used marijuana in the past month. However, among youths who perceived that their parents would only somewhat disapprove or neither approve nor disapprove of their trying marijuana, 30 percent reported past month use of marijuana.¹

Participation in Religious Activities

- In 2004, 7.9 million youths (32 percent) aged 12-17 attended religious services 25 times or more in the past year. More than three in four youths (18.9 million) reported that religious beliefs are a very important part of their lives and 68 percent (16.8 million) reported that religious beliefs influenced how they make decisions. Youths aged 12 to 17 with higher levels of religiosity were less likely to have used cigarettes, alcohol, or illicit drugs in the past month than youths with lower levels of religiosity.⁷
- Youths aged 12 to 17, those who participated in two or more youth activities during the past year were less likely to have used marijuana in the past month than other youths.⁷

Exposure to Prevention Messages

- Rates of past-year alcohol and illicit drug use were lower for youths who had seen or heard drug or alcohol prevention messages at school in the past year than youths who had not seen or heard drug or alcohol prevention messages at school.¹
- Among youths aged 12 to 17 who were enrolled in school during the past 12 months, 78.2 percent reported having seen or heard drug or alcohol prevention messages in school during that period. Of those indicating they had seen or heard these messages, the rate of past-month marijuana use was 7.1 percent compared with 10.6 percent for the remaining youths.¹

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Talking Points


Red Ribbon Week

- In February 1985, U.S. Drug Enforcement Administration Special Agent Enrique Camarena was kidnapped, tortured, and killed by drug traffickers in Mexico, bringing drug-related tragedy to one more American family. His death prompted many school students to wear red ribbons in his memory. Since 1988, the National Family Partnership has organized Red Ribbon Week to honor Agent Camarena's memory and families like his, and to unite Americans in support of a drug-free world.
- During the week of October 23-31, millions of young people and adults will show their commitment to safe and healthy families and communities by wearing and displaying red ribbons.
- Red Ribbon Week introduced Plant the Promise Week, with students at schools across the country planting nearly 500,000 tulip bulbs as a living symbol of their support for a drug-free America and a drug-free world. This year, many more schools are participating in this Red Ribbon Week activity.
- This year's Red Ribbon Week theme—*The Red Badge of Courage*—is a reminder for youth to resist alcohol, drug, and tobacco use in their lives and communities. Preventing substance abuse works best when it is comprehensive—when youth receive clear and consistent messages from all the influences in their lives: family, neighborhood, school, and community. When parents, educators, law enforcement, faith organizations, and community members unite in opposing illicit drugs, young people are much less likely to engage in drug use.

Youth, Alcohol, and Drugs

- Although drinking is illegal for them, 10.8 million Americans ages 12 to 20, or 29 percent of their age group, reported drinking in the prior month, according to the SAMHSA 2004 National Survey on Drug Use and Health. Among youth ages 12 to 17 in this Survey, an estimated 10.2 percent had used an illicit drug within the 30 days prior to the interview, down significantly from 11.6 percent who reported having done so in 2002.
- Young people who do not use alcohol and drugs say that their parents are the primary reason for their decision to avoid drugs. They do not want to lose their parents' respect and pride.





There are six proven strategies for parents to help children and adolescents avoid alcohol and drugs:

- Establish and maintain good communication with your child.
- Get involved and stay involved in your child's life.
- Make clear rules and enforce them with consistency and appropriate consequences.
- Be a positive role model. Do not use illicit drugs or abuse alcohol. If you smoke, make plans to stop.
- Teach your child to choose friends wisely.
- Monitor your child's activities—know what your children are doing, where, and with whom.

How Parents and Caring Adults Can Help Keep Youth Drug Free

- **Take time to talk with your child every day.** The more you know about your child, the easier it will be to guide him or her toward more positive, skill-building activities and friendships. As a result, your child will be less likely to experiment with alcohol and drugs.
- **Get involved in your child's life.** Spend time doing activities that interest your child. Play games together. Try to do something special together at least once a week. Praise your child for activities you ordinarily take for granted, such as cleaning his or her room, or doing homework without being told.
- **Teach your child how to say “no” and mean it.** It might be easier for that child to do the same when he or she is offered alcohol and drugs.
- **“Walk the walk”—lead by example.** If you want honesty, courage, discipline, and kindness from your children, exhibit these qualities in your own life.
- **Teach your child how to resist peer pressure.** Peers can have a powerful influence on even the youngest child. In fact, some youth say that wanting to be accepted is a major influence regarding the use of alcohol, tobacco, and illegal drugs. Your child may make friends to help fit in, to bolster his or her self-esteem, or to overcome anxiety. Make it clear that you do not want him or her to use alcohol, tobacco, or illegal drugs. Also, you might want to share with your child how you resisted peer pressure when you were his or her age.

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- **Be aware of your child's activities.** Get to know your child's friends and their parents. Know where your child is going, whom he or she will be with, and what he or she is doing. Establishing relationships with your child's friends and their parents will put you in closer touch with his or her daily life.
 - **Contact SAMHSA's National Clearinghouse for Alcohol and Drug Information** to request free publications designed to help parents connect with their children to discourage substance abuse. Some examples are the *Tips for Teens* series, *Hablemos en Confianza*, and *Keeping Youth Drug Free*. Call 1-800-729-6686 or visit <http://ncadi.samhsa.gov> for more information or to place an order for these or other publications.



Red Ribbon Community Activities

Here are a few ideas on how you can celebrate Red Ribbon Week in your community:

Government:

- Wear red ribbons and distribute them to staff and employees.
- Issue a proclamation declaring the last week of October “Red Ribbon Week” in your community.
- Promote Red Ribbon Week in speeches and newsletters.
- Display red ribbons on the interior and exterior surfaces of city and county buildings.
- Appoint a representative to be on the community Red Ribbon planning committee.
- Encourage police and fire departments to participate in Red Ribbon Week activities.
- Contact the press to show your community support for Red Ribbon Week.
- Include a Red Ribbon message in employee pay checks, in water bills, etc.

“Two-thirds of kids say that losing their parents’ respect and pride is one of the main reasons they don’t smoke marijuana or use drugs.”

—**National Youth Anti-Drug Media Campaign, White House Office of National Drug Control Policy**

Law Enforcement:

- Wear red ribbons and distribute them to staff and officers.
- Display red ribbons on the interior and exterior surfaces of the building.
- Display red ribbons in a prominent place on all vehicles.
- Help plan and participate in Red Ribbon Week activities.
- Offer to speak at community programs on alcohol and drug issues.
- Organize a special alcohol and drug seminar for the community.

Business:

- Wear red ribbons and distribute them to your employees, customers, schools, etc.
- Display red ribbons and posters on the interior and exterior surfaces of your building.
- Place a Red Ribbon message in your advertisements, newsletters, and monthly statements.
- Sponsor a Red Ribbon Week activity (i.e., fun run, bike-a-thon, community breakfast, etc.).
- Promote Red Ribbon Week on signs and marquees.

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- Advertise Red Ribbon special discounts or sales for customers wearing a red ribbon.
 - Initiate drug education programs for employees.

Media:

- Wear red ribbons and distribute them to your employees, including TV anchor persons, news reporters, etc.
- Display red ribbons and posters on the interior and exterior surfaces of your building.
- Inform the community about Red Ribbon Week, encouraging them to participate.
- Produce and air Red Ribbon public service announcements.
- Invite Red Ribbon community leaders to appear on talk shows.
- Assign reporters to cover Red Ribbon activities.
- Feature drug education information during Red Ribbon Week.
- Publish a special Red Ribbon insert in newspapers with articles and ads to distribute during Red Ribbon Week.
- Initiate drug education programs for employees.

Medical:

- Display a basket of red ribbons in the waiting room or lobby for patients and family members.
- Display red ribbons and posters on the interior and exterior surfaces of buildings.
- Create a display on alcohol and drug abuse prevention information.
- Adopt a school and donate ribbons for Red Ribbon Week.
- Give red balloons to children with a message to reject drugs, alcohol, and tobacco.

Religious Institutions:

- Distribute and wear red ribbons at religious services.
- Give a drug-free message in a sermon.
- Include a special Red Ribbon insert in bulletins.
- Sponsor in-service educational programs for priests, ministers, rabbis, teachers, secretaries, volunteers, and the congregation.
- Address alcohol and drug problems during youth and adult meetings.
- Hold prayer vigils for those affected by the use of drugs.
- Invite youth to wear and distribute red ribbons during religious services.





Schools:

- Plan essay contests, poster contests, and journalism competitions.
- Wear red ribbons and distribute them to students and staff.
- Organize drug education programs and integrate alcohol and drug information into all curricula during Red Ribbon Week.
- Observe Red Ribbon Week activities.
- Provide drug education in-service for teachers and staff.
- Invite parents and families to a special health fair or drug education program.
- Decorate your school.

Parents:

- Wear red ribbons.
- Talk to your kids about the dangerous effects of alcohol, drug, and tobacco use.
- Participate in planning and implementing Red Ribbon community activities.
- Volunteer to cut and distribute red ribbons.
- Schedule a community meeting focusing on drug education.
- Participate in Family Day—September 26, 2005.

Everyone:

During National Plant the Promise Week on October 23-31, schools, businesses, parents, and youths across America will plant bulbs that will bloom into vibrant red, white, and blue tulips and will serve as a constant reminder for staying drug free. Most bulbs that are planted during National Plant the Promise Week will bloom during April, which is National Alcohol Awareness Month. Order your Red Ribbon Week bulbs today by logging onto www.redribbon.org.

Media Tips

- **Know the media in your area.** Learn who writes the local columns in the newspapers, which radio hosts discuss local issues, what parents and kids read, who has covered this issue before, and which media personalities have a personal connection to drug or alcohol abuse. These are some of the most important people for you to “pitch” with a phone call about news coverage or story ideas.
- **Don’t leave multiple phone messages.** Try someone repeatedly until you reach him or her directly—leave only one message. Ask an operator or junior staff person when the person is usually in, and call then. Also find out if the media representative accepts e-mail, and contact him or her that way as well.
- **Arrange coverage for weekend events.** If your event is on a weekend, try pitching weekend staff to get them interested in providing coverage. Radio and TV media typically have different staff working on the weekends. Get their names and phone numbers ahead of time. Be prepared to call or fax them information early on Saturday morning, if necessary.
- **Always provide contact information, including e-mail addresses and fax numbers, at the top of all media materials.** Preferably use the name of the person making the phone calls. Provide a “day of” number so that the contact person can be reached at the event via cell phone (borrow a cell phone if necessary to use just for that day).
- **Invite a knowledgeable spokesperson to your event to discuss youth drug abuse prevention.** Provide him or her with a card that lists the toll-free numbers where listeners/viewers/readers can get free prevention information; the names of important sponsors; and the name of the event, location, and date so that this basic information gets included in his or her answers.
- **Follow through with phone calls before and after you send material.** Don’t give up. If the first person is not interested, try another contact at that media outlet. Different shows and departments do not usually coordinate. Some news is more appropriate for a show or section than another.
- **Time your contacts.** Mail and call well in advance and send a reminder with any updates by fax or e-mail about 2 days before the event.
- **Use your letterhead and follow the standard format for press releases.**



Arrange a Radio or TV Interview

Call your local radio and TV stations to speak with the public affairs director or with a public affairs program host or producer. Offer to provide a spokesperson for them to interview who can discuss Red Ribbon Week and speak about your local organization's participation in the event. If your organization does not have a spokesperson, consider using someone from your board or a local expert allied with your group's values. Give him or her the sample questions below and other information in this Guide to help prepare for the interview. Pitch the idea that the show can offer the audience advice on how to talk to their children about the dangers of illicit drugs, alcohol, and tobacco, and provide contact information for ordering free educational materials from the National Family Partnership and SAMHSA's National Clearinghouse for Alcohol and Drug Information (NCADI). Sample interview questions include:

"Family is the foundation of freedom. During Red Ribbon Week, we can take a collective stand for a drug-free America. Empowering youth to lead positive, healthy, drug-free lives is one of the most important jobs a parent or family member has."

—**Peggy Sapp, President and Spokesperson, National Family Partnership**

- What and when is Red Ribbon Week?
- Who are the local sponsors and what will they be doing?
- Who are the national sponsors?
- When and how did Red Ribbon Week begin?
- Why is this celebration important?
- Are any local events planned? How can individuals participate?
- Where can parents get free information to help educate their children about the dangers of using drugs?
- What publications are available to help parents talk with their kids about drugs or alcohol?
- How can raising awareness help prevent youth drug use?

15 Ideas for Shaping Media Coverage

Remember, Red Ribbon Week—October 23-31, 2005—is a nationally recognized annual event that offers you and your group an opportunity to increase visibility for the work you are doing to help youth, families, and your community be drug free. Provide the following ideas to your media contacts or use them to develop Red Ribbon Week events:

1. Compile a list of everyone in your community who conducts or sponsors activities intended to prevent alcohol, tobacco, and drug problems and include them in your coverage.
2. Develop a list of toll-free phone numbers and Web sites that offer drug education to youths and their parents. Be sure to confirm that they are all operating. Include basic tips for preventing substance abuse, particularly the six strategies recommended for parents:
 - Establish and maintain good communication with your children.
 - Get involved and stay involved in your child's life.
 - Make clear rules and enforce them consistently with appropriate consequences.
 - Be a positive role model. Do not use illicit drugs or abuse alcohol. If you smoke, make plans to stop.
 - Teach your child to choose friends wisely.
 - Monitor your child's activities—know what your kids are doing and with whom.
3. Select and distribute copyright-free drug prevention materials available from SAMHSA's National Clearinghouse for Alcohol and Drug Information at 1-800-729-6686 or <http://ncadi.samhsa.gov>. Order adequate quantities for your Red Ribbon Week events. You also may include excerpts from SAMHSA documents in your own materials for the media and the public.

Who to Contact at Print and Broadcast Media Outlets:

Daily Newspapers: For media coverage, contact the city or metro editor, columnists who write about local news, or the calendar of events editor (Note: At small or weekly and monthly newspapers, one editor may do most or all of these jobs). For sponsorship or free ad space to run a public service ad, contact the marketing director or the community development director.

Radio and Television: For media coverage, contact the assignments editor, public affairs director, public affairs show host or producer, and community calendar editor (Note: At some stations one person has several job titles). For sponsorship, contact the promotions or marketing director.



4. Organize young people to distribute copies of SAMHSA's free Tips for Teens series of drug-specific pamphlets and other materials to schools, churches, and youth gatherings. These materials also are available at <http://ncadi.samhsa.gov> or by calling 1-800-729-6686.

Call the National Family Partnership at 1-800-705-8997 or visit www.nfp.org to obtain a Red Ribbon Campaign Planning Guide, which includes a lesson plan for teachers—as well as materials for communities, schools, and organizations—on how to participate in Red Ribbon Week. Resources include a sample proclamation, a pledge, and other event planning materials. These will be available on the Web and in hard copy for request (while supplies last).

5. Collaborate with schools, faith communities, or other groups in your community that are participating in Red Ribbon Week. They can be sources of inspiring interviews and engaging visuals for TV and print; for example, students planting bulbs as part of Plant the Promise Week. Look for what's fun and interesting.
6. Arrange interviews with a local, State, or national Red Ribbon Week spokesperson; print the interview in your organization's newsletter and post it on your Web site.
7. Obtain quotes, background information, and “sound bytes” from school personnel, law enforcement, physicians, hospitals, and faith leaders about drug and alcohol problems and effective prevention activities in your area to offer media local angles.
8. Connect national statistics with local stories. Collect data from SAMHSA's National Survey on Drug Use and Health, available at www.samhsa.gov, and provide them to media covering local authorities on drug problems such as DUI/DWI arrest rates, hospital admissions, and school counselor referrals, etc.
9. Interview parents in your community about their experiences in talking with children about the dangers of drug use and underage drinking; interview kids to learn why they think it is important to be drug free.
10. Invite media outlets in your area to sponsor Red Ribbon Week activities, serve on your Red Ribbon Week planning committee, or host a Red Ribbon Week event for youths.
11. Ask a media personality who supports your work and Red Ribbon Week to serve as the Week's honorary chair or to emcee an event you are sponsoring.

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12. Remember that the enclosed drop-in article is copyright-free. Use it wherever and however you can and encourage others to do so. Place the public service announcements in your own publications and any others willing to provide space. Make sure Red Ribbon Week, October 23-31, 2005, and related local events are listed in community calendars.
 13. Submit an editorial or commentary piece signed by your Red Ribbon Week Chairperson or another respected community figure. An op-ed or brief, well-crafted letter to the editor may often appear in periodicals that do not carry news articles about your event.
 14. Make the link among substance abuse and other community problems such as mental health problems, homelessness, vandalism, teen pregnancy, school drop-outs, unemployment, and domestic violence when pitching your ideas to the media.
 15. Invite local businesses to support Red Ribbon Week by displaying your materials or by sponsoring drug prevention messages through their advertising departments.



Drop-In Article

This copyright-free article can easily be “dropped in” any publication without permission or citation. Drop it into your organization’s newsletter or write a cover letter from your organization and send it to local newspapers. You can also ask local businesses and other organizations to include this article in their newsletters.

Be sure to add your organization’s contact information and details on any Red Ribbon Week activities you have organized, your partners, co-sponsors, or a quote from your executive director. Pre-written articles are posted most often by weekly and monthly newspapers, advertising shoppers, and other special format print media. Choose the most appropriate outlet for the article. If they say no, don’t be discouraged; try another outlet. Consider drafting a “Letter to the Editor” using the information included in the drop-in article below and sending it to your local daily newspaper.

Be sure to follow through by phone before and after you send materials.

Red Ribbon Week Celebrates 20th Anniversary

Millions of Americans will join the National Family Partnership (NFP) to celebrate Red Ribbon Week, October 23-31, 2005. The tradition of wearing and displaying red ribbons began 20 years ago when school children honored the memory of U.S. Drug Enforcement Administration Special Agent Enrique Camarena, who was murdered by drug traffickers in Mexico in 1985. Red Ribbon Week is now a nationwide event—sponsored by the National Family Partnership since 1988—to honor drug-free families and communities.

“Prevention works,” said Peggy Sapp, President of the National Family Partnership. “Red Ribbon Week is our way of reminding adults that drugs continue to pose a serious threat to our Nation and to the world. There are things all of us can do to make sure that prevention is working in all of our families and in communities everywhere.”

According to research, frequently discussing substance abuse and its consequences, beginning in early childhood, is the most effective deterrent to drug use among youth. Studies have found that families who observe such traditions as eating dinner together and participating in religious services reduce risk factors for youth

substance abuse. Among youths aged 13-17, two-thirds say fear of losing their parents' respect is one of the main reasons they don't smoke marijuana or use other drugs.

The National Family Partnership is one of many resources for free educational materials for the public. Partnership quiz sheets on alcohol and drugs can help children understand the dangers of substance use. There are also NFP information sheets for parents at www.nfp.org or by calling 1-800-705-8997. Many other free materials can be obtained from SAMHSA's National Clearinghouse for Alcohol and Drug Information, including *Keeping Youth Drug Free* and *Tips for Teens* brochures on several specific drugs. Call the Clearinghouse toll-free at 1-800-729-6686, or visit <http://ncadi.samhsa.gov> to find these and many other resources for teachers, businesses, and community and faith leaders.

What parents can do to prevent youth substance abuse:

- Establish and maintain good communication with your child.
- Get involved and stay involved in your child's life.
- Make clear rules and enforce them with consistency and appropriate consequences.
- Be a positive role model. Do not use illicit drugs or abuse alcohol. If you smoke, make plans to stop.
- Teach your child to choose friends wisely.
- Keep track of your child's activities—know what your child is doing and with whom.

Finally, if you have any cause to believe your child has a drinking or drug problem, seek professional help right away.

Print Public Service Announcements



**Wear “The Red Badge of Courage”
and stay drug free!**

Red Ribbon Week October 23-31, 2005

You can help give children the power to be drug free. Join the National Family Partnership, parents, schools, and communities across America in support of Red Ribbon Week, October 23-31. It's a perfect time to talk with your child about the dangers of substance use.

To learn more about Red Ribbon Week and to order *Keeping Youth Drug Free* and other free publications, contact SAMHSA's National Clearinghouse for Alcohol and Drug Information (NCADI) at 1-800-729-6686 or visit <http://ncadi.samhsa.gov>.



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
www.samhsa.gov





Wear "The Red Badge of Courage"
and stay drug free
Red Ribbon Week
October 23-31, 2005



Join the National Family Partnership, parents, schools, and communities across America in taking a stand against alcohol, drug, and tobacco use this Red Ribbon Week, October 23-31, 2005.

You can help when you:

- Practice talking and listening to your child—Open communication channels.
- Spend time with your child—Set aside time every day.
- Make clear, consistent, and enforceable rules—Help your child learn the importance of rules.
- Walk the walk; lead by example—Consider the impact your actions have on your child.
- Teach your child to choose friends wisely—Peer influence is very important to your children.
- Keep track of your child's activities—Know what your child is doing.

To learn more, contact:
SAMHSA's National Clearinghouse
for Alcohol and Drug Information
(NCADI) at 1-800-729-6686 or visit
<http://ncadi.samhsa.gov>.



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
www.samhsa.gov





Radio Public Service Announcements

:30 The right time to start talking with your kids about drugs is now, no matter how young they are—good and consistent family communications help kids be drug free. Join the National Family Partnership in observing Red Ribbon Week this October 23 to 31. For your free copy of *Keeping Youth Drug Free*, call the Substance Abuse and Mental Health Services Administration’s National Clearinghouse for Alcohol and Drug Information at 1-800-729-6686.

Tag: That number again is 1-800-729-6686; a message from (your organization’s name here) and this station.

:30 The National Family Partnership urges Americans to unite in support of Red Ribbon Week—October 23 to 31. Wearing or displaying a red ribbon is one way to raise awareness about the dangers of youth drug use. For free information about Red Ribbon Week and keeping youth drug free, call 1-800-705-8997 or visit WWW-dot-NFP-dot-ORG on the Web.

Tag: A message from (insert your organization’s name here) and this station.

:15 Red Ribbon Week—October 23 to 31—is a good time to start talking with your kids about drugs, no matter how young they are. For free materials to help keep your kids drug free call 1-800-729-6686.

Tag: A message from (insert your organization’s name here) and this station.

:15 Take a stand against drug use this Red Ribbon Week, October 23 to 31. Do your part to help keep our kids drug free. To find out more, call 1-800-729-6686.

Tag: A message from (insert your organization’s name here) and this station.

Sample Pitch Letter

[DATE]

[NAME]

[TITLE]

[ORGANIZATION]

[ADDRESS]

Dear [NAME]:

The use of drugs, tobacco, and alcohol by our Nation's youth has damaging effects that can last a lifetime. We encourage you to join the National Family Partnership to support and publicize this important observance. During Red Ribbon Week, October 23-31, 2005, more than 80 million Americans are expected to show their support for healthy, drug-free lifestyles.

[ORGANIZATION] is providing you with the enclosed resources to help you raise awareness about this important public health issue facing our community.

Here are a few suggestions:

- **[For Print Media Only]:** Publish the enclosed drop-in article in newspapers or newsletters or post it on the Internet.
- Use the fact sheet and talking points to support news and public affairs coverage on how to celebrate Red Ribbon Week.
- Run the enclosed PSAs to increase awareness of youth substance abuse issues.
- Contact us for an expert spokesperson to interview for stories that address ways to celebrate Red Ribbon Week and promote drug-free communities.
- Encourage your audience to call the National Clearinghouse for Alcohol and Drug Information, a service of SAMHSA, at 1-800-729-6686, or visit the National Family Partnership at www.nfp.org for free publications, other resources, and more information.

We hope you will take an active role in encouraging your community to participate in and promote Red Ribbon Week.

Sincerely,

[YOUR NAME]

[TITLE]

Sample Press Release

For Immediate Release
Date

Contact: Your Organization
Your Name
Your Phone Number

_____ (community/State) Celebrates Red Ribbon Week

_____ (Your community; date).

_____ (Your organization) is joining with the Federal Substance Abuse and Mental Health Services Administration (SAMHSA) and the National Family Partnership (NFP) to promote Red Ribbon Week.

Red Ribbon Week, which takes place October 23-31, is an opportunity to bring parents, schools, businesses, and others together to help create drug-free communities.

(INSERT PARAGRAPH ABOUT YOUR LOCAL RED RIBBON ACTIVITIES)

“Family is the foundation of freedom. During Red Ribbon Week, we can take a collective stand for a drug-free America,” said NFP President Peggy Sapp. “Empowering youth to lead positive, healthy, drug-free lives is one of the most important jobs a parent or family member has.”

(INSERT QUOTE FROM LOCAL SPOKESPERSON)

Red Ribbon Week draws its roots from the death of Enrique Camarena, an agent with the U.S. Drug Enforcement Administration. He was kidnapped and killed while working undercover investigating drug traffickers. In honor of his memory, friends and neighbors began to wear red satin badges. In 1988, the National Family Partnership organized the first Red Ribbon campaign.

Sample Proclamation

WHEREAS, Alcohol and drug abuse in this Nation have reached epidemic stages; and

WHEREAS, It is imperative that visible, unified prevention education efforts by community members be launched to eliminate the demand for drugs; and

WHEREAS, The National Family Partnership is sponsoring the National Red Ribbon Campaign offering citizens the opportunity to demonstrate their commitment to drug-free lifestyles (no use of illegal drugs, no illegal use of legal drugs); and

WHEREAS, The National Red Ribbon Campaign will be celebrated in every community in America during "Red Ribbon Week," October 23-31, 2005; and

WHEREAS, business, Government, parents, law enforcement, media, medical, religious institutions, schools, senior citizens, service organizations, and youth will demonstrate their commitment to healthy, drug-free lifestyles by wearing and displaying red ribbons during this week-long campaign; and

WHEREAS, the State of _____ further commits its resources to ensure the success of the Red Ribbon Campaign;

NOW, THEREFORE, BE IT RESOLVED, that the city of _____ does hereby proclaim October 23-31, 2005, as RED RIBBON WEEK, and encourages its citizens to participate in drug prevention education activities, making a visible statement that we are strongly committed to a drug-free State.

Mayor _____

Attest _____

City Clerk _____

In the hope that you will lend your support through the above proclamation, we respectfully request that the documentation be forwarded to The National Family Partnership following Red Ribbon Week for display at our headquarters.

NFP
2490 Coral Way
Miami, FL 33145
Attn: Red Ribbon

National Family Partnership Resources

Red Ribbon Awards

During Red Ribbon Week many local, State, and national groups recognize leaders in youth drug use prevention. The National Family Partnership established the Enrique Camarena Award in 1993 to recognize and honor an individual who has made a significant contribution in the field of drug prevention. Nominations must be received by November 23. The winner will be announced early next year. For more information, call 1-800-705-8997 or visit www.nfp.org. Spread the word—let your contacts in the prevention field know about this opportunity to honor an outstanding colleague or community leader.

Planning Guide and Other Resources

Other resources for Red Ribbon Week include a lesson plan for teachers and a planning guide for communities, schools, and organizations. Resources include a sample proclamation, a pledge, and other event planning materials. These resources will be available on the Web and in hard copy by request (while supplies last). Helpful suggestions are available on how churches, businesses, civic groups, parent groups, youth groups, medical associations, and local and State governments can participate in this year's Red Ribbon Week. Sending an e-mail on a listserv to all your contacts, putting a notice in your next mailing, and announcing the campaign at meetings are three easy ways you can be a part of building awareness at the local level.

Gardening as a Prevention Activity

The “Plant the Promise” program started with Geggie Elementary School in St. Louis, MO, which had the idea of planting red tulip bulbs as a way to teach children about hope, delayed gratification, and how to take care of what nature has made. For parents and caring adults, gardening with children can be an opportunity to chat about alcohol and drugs in a relaxed environment. It's a chance to do physical exercise together and to benefit from contact with nature. Gardening gives children the chance to learn how delicate life really is and how much we need to care for living things, especially ourselves. Planting flower bulbs has always been a symbol of hope. This fall, planting red, white, and blue bulbs will symbolize a new hope, a hope for a drug-free America.



